

Class Starters & Enders

Making the Most of Instructional Time Five Minute Lessons

Class Starters and Enders help utilize the last minutes of class when a lesson ends but there is not enough time to start another, or for an interest approach at the beginning of class. Mini-lessons correlate to GPS in the programs areas below.

Easy as Dell

Program Areas: Business, CCAE, Computing, Engineering and Technology, Graphics, Interactive Media, Marketing

Instructions: Read the material and make notes of important points, answer questions, and be ready to discuss this topic.

A visionary, innovator and consistent leader, Michael Seth Dell took his small computer accessories business that he began in his dorm room and created one of the most well-known and respected computer technology corporations in the world. His parents had hoped he would pursue the study of medicine, but by his first year of college at the University of Texas, Michael Dell was selling computer disk drives out of his dorm room. Michael Dell was fascinated by both the world of business and all things electronic from an unusually early age. It is reported that by his early teens, Dell was using the money he had earned from a part-time job to invest in the stock market and by 15 he bought one of the first Apple computers, which he promptly disassembled just because he wanted to try and put it back together.

In 1984 all he had was \$1000 dollars that he borrowed from his parents; today billionaire Michael Dell is best known as the founder and CEO of Dell Inc. Michael Dell wanted to provide customized personal computers and accessories directly to consumers eliminating the middle man. Michael Dell made personal computers more affordable by using direct sales to the consumer. Dell Inc. is able to create, customize, and service their products while at the same time providing quality customer service. Because Dell computers are made to custom order, the company keeps low inventories and therefore doesn't lose income on products that do not sell.

Today Dell Inc. is the largest online commercial dealer of PCs or personal computers. Dell Inc. averages \$50 million per day in online sales. Michael Dell contributes his success to his conviction to provide customers with a direct relationship to their PC provider.



Michael Dell is the founder and CEO of Dell Computers Inc, the largest online retailer of personal computers.

In 2005 *Forbes* magazine identified him as the fourth richest man in the United States. Also a philanthropist, Michael Dell and his wife founded the Michael & Susan Dell Foundation which works to improve education, health and safety for children around the world. It is no doubt that Michael Dell is an inspiring entrepreneur that turned his youthful passions into a successful reality, and further insight into his life can be found in his autobiography, "Direct from Dell: Strategies That Revolutionized an Industry", where he recounted how he took a \$1,000 investment and turned it into a company worth \$100 billion.

Review Questions

1. How did Michael Dell begin his business selling computers and accessories?
2. What services make Dell Inc. a unique company?
3. Why does Dell Inc. keep low inventories?
4. How much does Dell Inc. average in online sales per day?
5. What does Michael Dell contribute his success to?

History Connection

Students could research the history of computers, from models that took up an entire room to the compact personal computers of today, and their impact on technology and society.